

AGENDA



Monday, September 8, 2008

**Convention Center
RECOMMENDATION FOR COUNCIL ACTION**

Item No. 13

Subject: Approve a resolution adopting the Austin Convention and Visitors Bureau (ACVB) 2008-2009 Marketing Plan and proposed budget in the amount of \$10,183,790, set the contract payment from the City of Austin to ACVB at \$8,439,500 for the Fiscal year 2008-2009, and direct the City Manager to file the approved documents with the City Clerk's office as required by the Texas Tax Code.

Amount and Source of Funding: Funding in the amount of \$8,439,500 is available in the Fiscal Year 2008-2009 Proposed Operating Budget for the Tourism and Promotion Fund. The Fiscal Year 2008-2009 Tourism and Promotion Fund is attached. Funding for the remaining \$1,744,290 of the ACVB budget is available from the sources shown in the attachment.

Fiscal Note: There is no unanticipated fiscal impact. A fiscal note is not required.

For More Information: Bob Lander, Executive Director, ACVB, 583-7201; Mark Tester, Director, Austin Convention Center Department, 404-4040

The ACVB Marketing Plan and budget for Fiscal year 2008-2009 were submitted by ACVB as required by their contract with the City of Austin.

This Council proposed action approves the 2008-2009 ACVB Marketing Plan and proposed budget in the amount of \$10,183,790 for Fiscal Year 2008-2009. Upon approval of this resolution, the ACVB contract will incorporate the newly approved Marketing Plan and budget.

ATTACHMENTS: (1) 2008-2009 ACVB Marketing Plan (2) proposed Fiscal Year 2008-2009 budget for ACVB (3) 2008-2009 Tourism and Promotion Fund